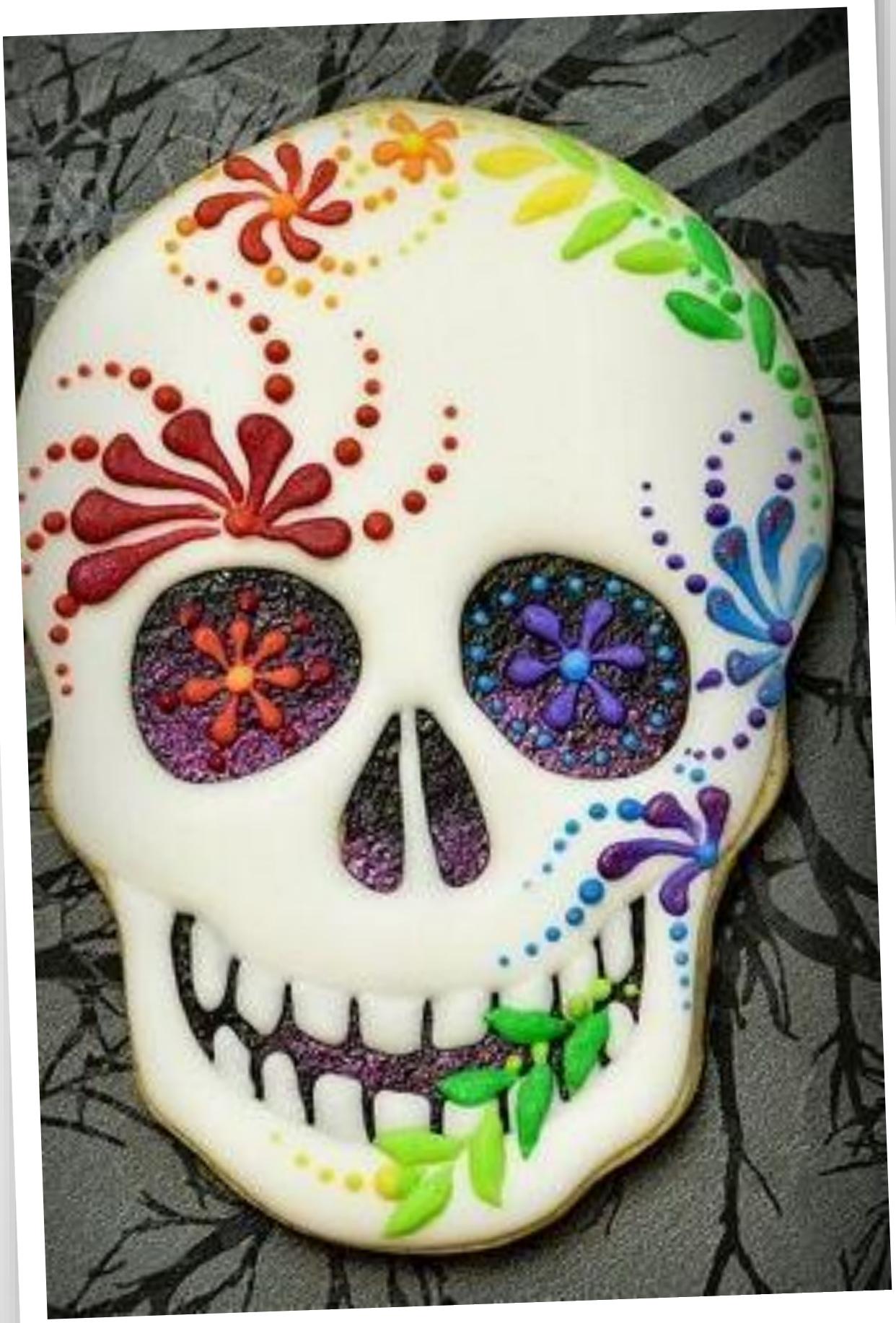
What’s Happening?



Halloween

RENSHAW
RENSHAW
RENSHAW ACADEMY

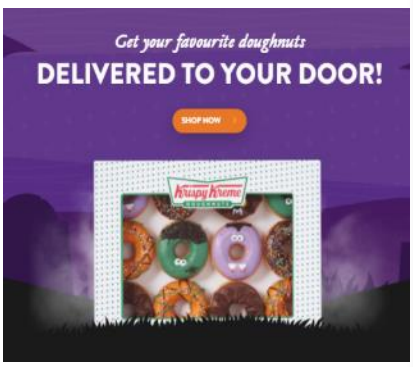
in this update...

With trick or treating & apple bobbing scaled back, this year's Halloween was set to be a socially distanced Spooktacular! In an industry valued at over £400m, analysts were expecting spend this year to be focused on Halloween at Home. Here's our take on this year's top trends:

PUMPKINS

COLOUR, SPARKLE & SLIME

TO YOUR DOOR



SKULLS

GIFTING

'FRIGHTMAS'

DIY

SAFE BUT SPOOKY!

We have teamed up this year with a customer in the US to bring a snapshot into latest trends. Will the UK see these filter into Halloween for 2021?

USA HIGHLIGHTS

PUMPKINS

- Decorations (carved, painted, ornaments)
- Pumpkin flavour (especially spiced)
- Shaped bakes (bread, burgers, cakes, biscuits etc)

SKULLS & FRIGHTMAS

- Skulls on packaging designs
- Skull themed bakes (cakes & biscuits)
- Skull home decorations
- Skull make up trends
- Xmas in a Halloween style: wreaths, baubles, trees, crackers

COLOUR, SPARKLE & SLIME

- Added to food & drink
- Make up trends

HALLOWEEN CUPCAKE DECORATING KIT

Want to create your own spooky house of horror cupcakes from the comfort of your own home? Well now you can with our brand new Cupcake Decorating Kits! Inside our kits you'll find everything you need to create your very own Lola's spooktacular cupcakes.Order before 3pm on Thursday the 29th for Guaranteed delivery on or before Halloween.

Allergens: Wheat, Eggs, Milk, Soya

SELECT QUANTITY

1

PRICE £23.99

Add to basket

Dunkin' Has New DIY Donut Decorating Kits for Halloween

You can create your own spooky donuts.

By Caitlyn Hitt Published on 10/20/2020 at 8:54 AM

Halloween Bake-Along

£15.00

Join us on Saturday 31st October (Halloween) at 11am for our LIVE Bake-Along on Facebook and Instagram. We will be recreating our Bat & Blood Red Velvet cupcake which is a firm favourite of HLC Halloween Collection!

This box contains all your need to sink your teeth into the Bake-Along. Box includes: Butter, Caster Sugar, Plain Flour, Cocoa Powder, Cider Vinegar, Bi-Carb, Red Food Colouring, Sugar Bats and Teeth, Icing Sugar, Piping bag, Tooth Pick, Cupcake Cases and nozzle.

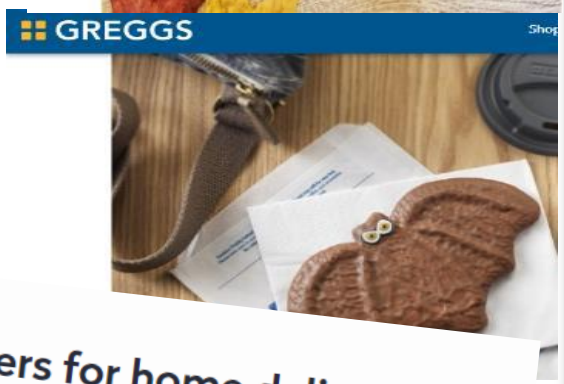
You will need Vanilla Extract, 2 x Large Eggs, Buttermilk and a Muffin Tin.

Allergens - Eggs, Gluten, Milk

Boxes can be posted to any UK address. Kits will be posted Royal Mail 48 tracked.

DIY & GIFTING

- Making treats in the absence of trick & treating
- Companies providing food kits to make at home
- Bake alongs/ tutorials
- Cake kits



October 16, 2020 • Food • 5 min read

Spooky Halloween food hampers for home delivery | City Pantry

Trick or treat? We'll help you provide the latter! While many teams continue to work from home, we've got plenty of tasty Halloween-themed Pantry Packages for them to enjoy!

HALLOWEEN TO YOUR DOOR

- Companies delivering treats to your house

Zombie Skittles Halloween costume: built for **social distancing-** has smell to keep others away

USA: Purple pumpkins on display to show local safety guidelines around tick or treating have been followed

Purple Pumpkins Are Officially a Thing This Halloween

Reese's Trick-or-Treat Door dispenses Peanut Butter Cups: a **hands-free way** to get treats this season

SAFE BUT SPOOKY

- Face masks as part of costumes
- Trick or treating with a difference

USA HIGHLIGHTS

- Popular themes: haunted houses & bright colours
- Confectionery brands doing kits (chocolate based)
- Name tweaks on existing products e.g Reese’s Franken Cup
- Mallows & stuffed mallows
- Flavours: pumpkin spice, cookies & cream, cinnamon, caramel apple

OUR PREDICTIONS FOR NEXT YEAR…

Colour & sparkle:

- Cakes, desserts, bakes & drinks
- Rainbow trend (NHS, Pride, LGBT) extend into Halloween

Chocolate flavour home baking kits:

- USA inspired
- Cake & biscuit kits

Flavour profiles:

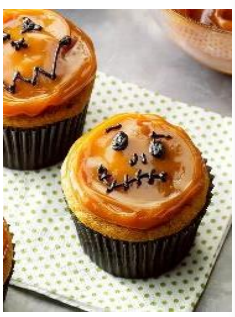
- Caramel: current trending profile, big in Xmas NPD
- Pumpkin: continuing trend
- Maple: big for Xmas 20

Themes:

- Haunted houses: US
- Dogs: Seen in the US this Halloween
- Clowns & witches legs: small UK presence this year- big in 21?

Products:

- Mallows
- Vegan/ plant based



Next month…

If you would like more information on anything you have read, please get in touch:

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